ONEIDA

The silver cube. Our silversmiths' mark of excellence.

INTRODUCING

IMPRESARIO

A beautiful ornamented border of richly carved scallops, scrolls and delicate forget-me-nots... raised convex center panel reflects the pattern's magnificence in a soft lustrous glow.

ONEIDA® *Heirloom*® STERLING

ONEIDA'S

Heirloom Sterling

THE SILVERSMITH'S STERLING

In a world of changing values, Oneida Heirloom Sterling exhibits the integrity of people devoted to a heritage of perfection. Today, real things have more meaning than ever before and sterling is one of the real things in life. A precious metal that has no substitute. A treasure you'll live with and love for a lifetime.

Shadows, reflections, images within images, silver splendor that speaks in glowing phrases of you...this is Oneida Heirloom Sterling. On your table it gives you a touch of pride as it enriches the occasion. It expresses your taste, your appreciation of craftsmanship and design...for it is the finest achievement of the silversmith's art.

Oneida Heirloom Sterling is for now and forever. The sterling that legends are made of...truly the silversmith's sterling.

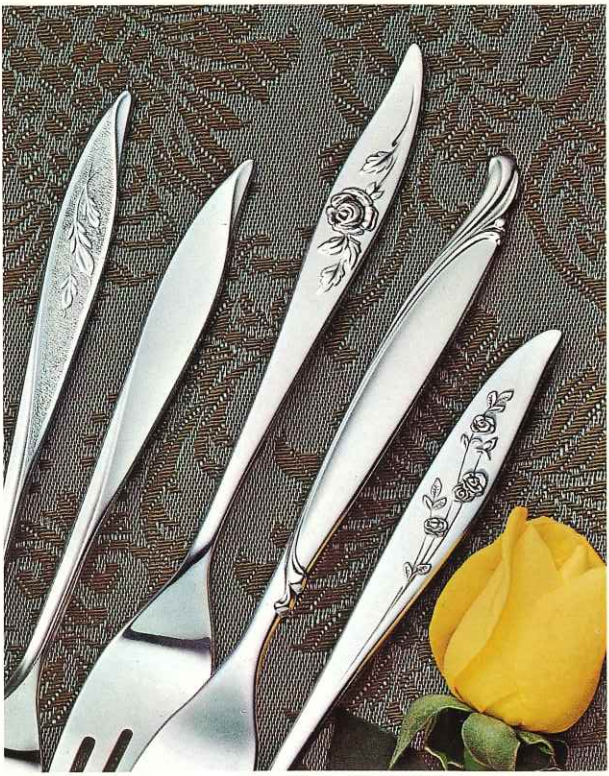
GROUP A PATTERNS

left to right: Dover*, Lasting Spring*, Damask Rose*, Impresario*, Martinique*, Will O' Wisp*, Grandeur*

GROUP B PATTERNS

left to right: Botticelli*, Rubaiyat*, Venetian Scroll*, Michelangelo*, Stanton Hall*

*Trademarks of Oneida Ltd.



Patterns left to right: First Frost*, Vivant*, Belle Rose*, Sentimental*, Young Love*.

HEIRLOOM REQUEST GROUP

These five timeless Oneida Heirloom Sterling designs can now be ordered at any time with delivery in 90 days. This allows you to fill in your set or to build your set from the beginning.

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